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For Immediate Release

PRESS RELEASE

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***Indiana Ready Mixed Concrete Association
Starts Concrete for Kids program***

November 30, 2010 — The Indiana Ready Mixed Concrete Association has implemented a new program for fourth graders called *Concrete for Kids*.

This program is intended to familiarize children with the concrete industry. During this program the children are taught about concrete and the concrete industry in Indiana.

For the pilot program, The Indiana Ready Mixed Concrete Association joined Mrs. Mills fourth grade class at Unionville Elementary School. The class discussed the basics of concrete, its history, how it is made and the different types of concrete. The hands on portion of the program then broke the students in the class into groups of four students, with each group mixing up a batch of concrete. With the help of the teacher and IRMCA staff, each group came up with their own mix design, based on what they learned in the classroom. Their goal was to obtain the strongest mix using the components of concrete: sand, water, cement and aggregate. They were provided a 4 x 8 cylinder to work with.

This program is designed to teach students about some of the career choices that are available in the world of concrete and construction.

Please call Ashley Frantz at 812-340-2323 to set up a *Concrete for Kids* program for your fourth grade class.

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Jpegs are available upon request



Group picture with ready mix truck at 12:00 in front of Unionville “Concrete 101 for Mrs. Mills 4th Grade Class”.

Truck donated by Prairie Materials. Materials donated by Irving Materials, Inc. and Jones and Sons.